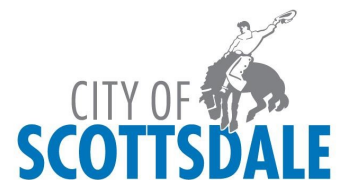

Scottsdale

Tourism Study - Lodging Statistics



September 2021
Tourism and Events



Scottsdale Lodging Statistics

September 2021

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Last updated: September 28, 2021

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Introduction

The primary purpose of *The Scottsdale Tourism Study Lodging Report* is to provide market information for the tourism, retail, and hospitality operations within the study area. The study looks specifically at trends in local transient occupancy tax (bed tax) collection, room inventory, average room rates, occupancy rates and other factors relating to lodging trends. The report provides information to elected officials, city management, the general public, and private-sector entities regarding the tourism and hospitality markets.

Much of the information contained in the Lodging Statistics study is based on tax collection figures. Bed tax collection figures are used because they are important and consistently tracked and readily available but it is important to remember these three points:

- ◇ The tax receipt figures shown for each month reflect actual sales tax and bed tax collections during the previous month. There is a lag of one month between sales activity and receipts.
- ◇ The data in this report (unless otherwise noted) is based primarily on properties located within the City of Scottsdale.
- ◇ With the exception of room stock data, no information is available for properties that lie just outside the corporate limits of the City of Scottsdale and the Town of Paradise Valley. It may be reasonable to assume the data for these properties would be very similar to similar properties in the market area, but no projections are made as part of this report.

EXECUTIVE SUMMARY

- ◇ Scottsdale's bed tax revenues totaled \$15,866,811 in 2020, down 33 percent from 2019.
- ◇ The Scottsdale market area has increased by 679 rooms since 2011. The number of rooms within the City of Scottsdale increased by 972 rooms in 2020, compared to 2019.
- ◇ In the past 10 years, bed tax revenues has generated over \$169 million for the City of Scottsdale.
- ◇ Hotel/motel sales tax revenues for the City of Scottsdale in 2020 decreased 35.0 percent from 2019 with \$8,567,704 in collections.
- ◇ Annual occupancy for the Scottsdale market area in 2020 was 40.7 percent, down from 70.8 percent in 2019.
- ◇ The average room rate for Scottsdale market area hotels in 2020 was \$207.96, a slight decrease from the 2019 average of \$208.94 per room.
- ◇ The percentage of room revenue to total hotel revenues for the City of Scottsdale in 2020 was 62.4 percent.



THE SCOTTSDALE MARKET AREA

Map 1 (p. 6) Google interactive map accessed by scanning the below QR code with mobile phone camera. Shows the boundaries of the Scottsdale market area, and the locations of market area hotels. The market area contains all of the City of Scottsdale and the Town of Paradise Valley; portions of the cities of Phoenix and Tempe; and parts of the towns of Carefree, Cave Creek, Fountain Hills, and the Salt River Pima Maricopa Indian Community (SRPMIC).

Table 1 (p. 7) lists the hotels in the Scottsdale market area.

Map 1



Table 1**Existing Scottsdale/Paradise Valley Market Area Properties**

(Transient Use Properties with more than 25 rooms)

Scottsdale Properties

Key	Hotel Name	Address	Rooms
1	3 Palms Hotel	7707 E. McDowell Rd.	130
2	aloft Scottsdale	4415 N. Civic Center Plaza	126
3	Best Western Plus Scottsdale Thunderbird Suites	7515 E. Butherus Dr.	120
4	Best Western Plus Sundial	7320 E. Camelback Rd.	54
5	Boulders Resort & Spa, Curio Collection by Hilton	34631 N. Tom Darlington	160
6	Canopy by Hilton Scottsdale Old Town	7142 E 1st Street	177
7	Comfort Suites Old Town Scottsdale	3275 N. Drinkwater Blvd.	60
8	Courtyard Scottsdale Old Town	3311 N. Scottsdale Rd.	180
9	Element Scottsdale at SkySong	1345 N. Scottsdale Rd	157
10	Embassy Suites by Hilton Scottsdale Resort	5001 N. Scottsdale Rd.	312
11	Extended Stay America - Phoenix - Scottsdale	10660 N. 69th St.	106
12	Extended Stay America - Phoenix - Scottsdale - North	15501 N. Scottsdale Rd.	120
13	Extended Stay America - Phoenix - Scottsdale - Old Town	3560 N. Marshall Way	121
14	Fairmont Scottsdale Princess	7575 E. Princess Dr.	750
15	Four Seasons Resort Scottsdale at Troon North	10600 E. Crescent Moon Dr	210
16	Hampton by Hilton Inn & Suites Phoenix/Scottsdale on Shea	10101 N. Scottsdale Rd.	150
17	Hilton Garden Inn Scottsdale North/Perimeter Center	8550 E. Princess Dr	122
18	Hilton Garden Inn Scottsdale Old Town	7324 E. Indian School Rd.	199
19	Hilton Scottsdale Resort & Villas	6333 N. Scottsdale Rd.	235
20	Holiday Inn & Suites Scottsdale North - Airpark	14255 N. 87th St	117
21	Holiday Inn Express & Suites Scottsdale - Old Town	3131 N. Scottsdale Rd.	169
22	Holiday Inn Express Scottsdale North	7350 E. Gold Dust Ave.	122
23	Hotel Adeline, Scottsdale, A Tribute Portfolio Hotel	5101 N. Scottsdale Rd.	213
24	Hotel Bixby Scottsdale, BW Signature Collection	409 N. Scottsdale Rd.	80
25	Hotel Valley Ho	6902 E. 1st St.	241
26	Howard Johnson by Wyndham Scottsdale Old Town	7110 E. Indian School Rd.	65
27	Hyatt House Scottsdale/Old Town	4245 N. Drinkwater Dr.	164
28	Hyatt Place / Hyatt House North Scottsdale	18513 N Scottsdale Rd	229
29	Hyatt Place Scottsdale/Old Town	7300 E. 3rd Ave.	126
30	Hyatt Regency Scottsdale Resort & Spa at Gainey Ranch	7500 E. Doubletree Ranch	493
31	Independence 47 Hotel	7330 N. Pima Rd.	47
32	La Quinta Inns & Suites Phoenix Scottsdale	8888 E. Shea Blvd.	140
33	Motel 6 Scottsdale	6848 E. Camelback Rd.	122
34	Papago Inn, Ascend Hotel Collection	7017 E. McDowell Rd.	60
35	Residence Inn by Marriott Scottsdale North	17011 N. Scottsdale Rd.	120
36	Scottsdale Links Resort	16858 N. Perimeter Dr.	218
37	Scottsdale Marriott at McDowell Mountains	16770 N. Perimeter Dr.	266
38	Scottsdale Marriott Old Town	7325 E. 3rd Ave.	243
39	Scottsdale Park Suites	1251 N. Miller Rd.	95
40	Scottsdale Villa Mirage	7887 E. Princess Blvd.	224

Table 1 (Continued)**Scottsdale Properties (Continued)**

Key	Property Name	Address	Rooms
41	Sheraton's Desert Oasis	17700 N. Hayden Rd.	300
42	Sonesta ES Suites Scottsdale Paradise Valley	6040 N. Scottsdale Rd.	122
43	Sonesta Select Scottsdale at Mayo Clinic	13444 E. Shea Blvd.	124
44	Sonesta Simply Suites Scottsdale North	10740 N. 90th St.	130
45	Sonesta Suites Scottsdale Gainey Ranch	7300 E. Gainey Suites Dr.	162
46	Suites on Scottsdale	9880 N. Scottsdale Rd.	114
47	The McCormick Scottsdale	7401 N. Scottsdale Rd.	125
48	The Saguaro Scottsdale	7353 E. Indian School Rd.	194
49	The Scott Resort & Spa	4925 N. Scottsdale Rd.	204
50	The Scottsdale Resort at McCormick Ranch	7700 E. McCormick Pkwy.	326
51	W Hotel Scottsdale	7277 E. Camelback Rd.	236
52	Worldmark Scottsdale	8235 E. Indian Bend Rd.	85
Total Scottsdale Properties			9,165
Paradise Valley Properties*			
53	Andaz Scottsdale Resort & Bungalows	6114 N Scottsdale Rd.	185
54	Doubletree Resort by Hilton Hotel Paradise Valley Scottsdale	5401 N. Scottsdale Rd.	378
55	JW Marriott Camelback Inn Scottsdale Resort & Spa	5402 E. Lincoln Dr.	453
56	Mountain Shadows Resort	5445 E. Lincoln Drive	217
57	Omni Scottsdale Resort & Spa at Montelucia	4949 E. Lincoln Dr.	293
58	Sanctuary Resort on Camelback	5700 E. McDonald Dr.	109
59	Scottsdale Plaza Resort	7200 N. Scottsdale Rd.	404
60	Smoke Tree Resort	7101 E. Lincoln Dr.	26
61	The Hermosa Inn, a boutique hideaway	5532 N. Palo Cristi Dr.	43
Total Paradise Valley Properties			2,108

Table 1 (Continued)**Other Market Properties (Carefree, Fountain Hills, Phoenix, Tempe, SRPMIC)***

Key	Property Name	Address	Rooms
62	Adero Scottsdale, Autograph Collections	13225 Eagle Ridge Dr.	177 (+145)
63	aloft Tempe	951 E. Playa del Norte Dr.	136
64	Best Western Inn of Tempe	670 N. Scottsdale Rd.	103
65	Canyon Suites at the Phoenician	6000 E. Camelback Rd.	60
66	CIVANA Wellness Resort and Spa	37220 N. Mule Train Rd.	184
67	Comfort Inn - Fountain Hills	17105 E. Shea Blvd.	48
68	Comfort Inn & Suites Tempe	808 N. Scottsdale Rd.	82
69	Courtyard by Marriott Scottsdale North	17010 N. Scottsdale Rd.	153
70	Courtyard by Marriott Scottsdale Salt River	5201 N. Pima Rd.	158
71	Great Wolf Lodge Scottsdale	7333 N Pima Rd	350
72	Hampton Inn & Suites (Tempe)	1415 N. Scottsdale Rd.	117
73	Hampton Inn/Suites (North)	16620 N. Scottsdale Rd.	123
74	Hampton Inn/Suites Scottsdale Riverwalk	9550 E. Indian Bend	101
75	Inn at Eagle Mountain	9800 Summer Hill Blvd.	37
76	JW Marriott Phoenix Desert Ridge Resort & Spa	5350 E. Marriott Dr.	950
77	Lakeshore Hotel & Suites	12800 N. Saguaro Blvd.	104 (+44)
78	Motel 6 (Tempe)	1612 N. Scottsdale Rd.	130 (+24)
79	Orange Tree Golf Resort (Phoenix)	10601 N. 56th St.	160
80	Post 1429	1429 N. Scottsdale Rd.	118
81	Ramada by Wyndham Tempe	1635 N. Scottsdale Rd.	140
82	The Unbound Collection Royal Palms Resort & Spa (Phoenix)	5200 E. Camelback Rd.	119
83	Scottsdale Camelback Resort (Phx)	6302 E. Camelback Rd.	111
84	Sleep Inn At North Scottsdale Road	16630 N. Scottsdale Rd.	107
85	SpringHill Suites Scottsdale North	17020 N. Scottsdale Rd.	121
86	SureStay Plus Hotel by Best Western North Scottsdale	13440 N. Scottsdale Rd.	131
87	Talking Stick Resort (SRPMIC)	9800 E. Indian Bend Rd.	496
88	The Phoenician, A Luxury Collection Resort	6000 E. Camelback Rd.	645
89	Wekopa Casino Resort	10438 N. Ft. McDowell Rd.	246
90	Westin Kierland Resort & Spa (Phoenix)	6902 E. Greenway Pkwy.	735 (+3)
Total Other Market Properties			6.142

Source: City of Scottsdale, Tourism & Events Department

*These properties do not pay bed taxes or hotel sales taxes to the City of Scottsdale, & not all are included in the Scottsdale market data.

*Properties in **RED** indicate an increase in room inventory compared to 2019. Properties in **BLUE** indicate new properties as of 2020.

TRENDS IN TAX COLLECTION

Transient Occupancy Tax

The City of Scottsdale has a five percent transient occupancy tax (bed tax). In the past ten years, the bed tax has generated over \$169 million in revenue for the City. The City of Scottsdale has a voter approved allocation of bed tax funds toward the City's destination marketing, tourism related capital projects, general fund, tourism events, and research.

Table 2 (p. 11) presents monthly and yearly breakdowns of the bed tax receipts for Scottsdale from calendar year 2011 through 2020. During 2020, the city collected \$15,866,811 in bed taxes, a 33 percent decrease from 2019 collections.

Sales Tax

In addition to bed tax, the City of Scottsdale tracks collection of the transaction privilege (sales) and use tax (1.65 percent) on all sales transactions in hotels. Maintaining a separate listing of all sales taxes received from hotels and motels provides a mechanism to track visitor purchasing trends.

Sales tax revenues generated by hotel/motel properties in 2020 totaled \$8,567,704 toward the general fund, a 35.0 percent decrease from 2019. Around 57 percent of the revenues in this category were generated during the peak season (mid-January through April). Since 2011, the hotel/motel sales tax has generated over \$92 million in revenues for the City of Scottsdale.

Table 3 (p. 13) enumerates sales tax collected from Scottsdale hotels and motels since 2011.

Table 2

Monthly Bed Tax Receipts in Dollars

City of Scottsdale

(5% Tax Rate)

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total
2011	\$897,368	\$1,439,693	\$1,490,790	\$2,112,133	\$1,412,304	\$1,038,318	\$642,135	\$551,811	\$522,553	\$749,610	\$1,118,386	\$1,118,739	\$13,093,840
2012	\$895,391	\$1,373,586	\$1,643,740	\$2,287,454	\$1,486,879	\$1,022,196	\$660,005	\$477,816	\$513,365	\$736,410	\$1,152,324	\$958,248	\$13,207,414
2013	\$891,379	\$1,695,722	\$1,602,606	\$2,408,496	\$1,595,317	\$1,117,220	\$702,513	\$592,219	\$549,687	\$869,451	\$1,272,297	\$1,173,582	\$13,470,489
2014	\$991,024	\$1,461,090	\$2,013,208	\$2,566,323	\$1,764,997	\$1,278,785	\$770,464	\$606,581	\$633,261	\$939,775	\$1,278,397	\$1,443,948	\$15,747,851
2015	\$1,031,086	\$2,271,788	\$2,158,027	\$2,869,673	\$1,806,673	\$1,256,091	\$751,742	\$686,517	\$621,760	\$889,778	\$1,381,703	\$1,439,295	\$17,164,132
2016	\$1,135,306	\$1,813,107	\$2,320,417	\$2,892,090	\$1,977,341	\$1,345,248	\$860,598	\$739,002	\$719,101	\$1,196,588	\$1,557,281	\$1,572,604	\$18,128,683
2017	\$1,173,835	\$1,115,043	\$2,417,432	\$2,458,315	\$3,054,168	\$1,761,758	\$1,176,941	\$902,085	\$929,939	\$999,185	\$1,436,557	\$1,530,091	\$18,955,348
2018	\$850,806	\$2,098,049	\$2,310,012	\$3,558,035	\$2,475,752	\$1,557,545	\$1,186,264	\$856,484	\$810,621	\$1,486,663	\$1,737,825	\$1,439,130	\$20,367,185
2019	\$2,050,720	\$2,328,754	\$2,504,161	\$4,014,668	\$2,312,147	\$1,532,549	\$1,335,801	\$1,010,798	\$1,123,499	\$1,464,346	\$1,773,886	\$2,400,840	\$23,852,170
2020	\$1,859,146	\$2,390,331	\$3,533,463	\$1,320,774	\$801,522	\$448,378	\$714,258	\$670,398	\$608,356	\$878,154	\$1,157,606	\$1,484,424	\$15,866,811
% of 2020 Total	11.7%	15.1%	22.3%	8.3%	5.1%	2.8%	4.5%	4.2%	3.8%	5.5%	7.3%	9.4%	100.0%
Avg % of 10 yr Total	6.9%	10.6%	12.9%	15.6%	11.0%	6.7%	5.2%	4.2%	4.1%	6.0%	8.2%	8.6%	100.0%

Source: City of Scottsdale, Tax Audit Department

BED TAX RECEIPTS

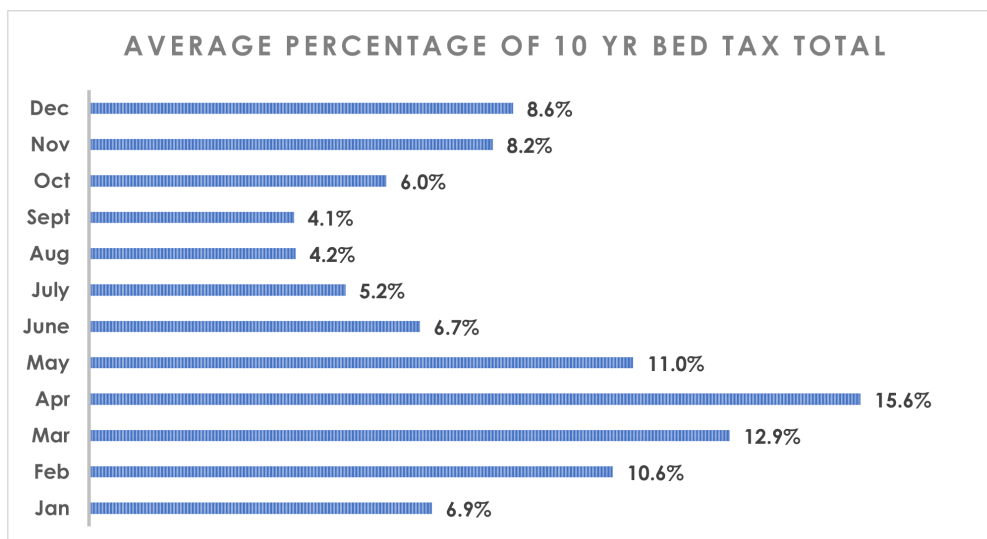
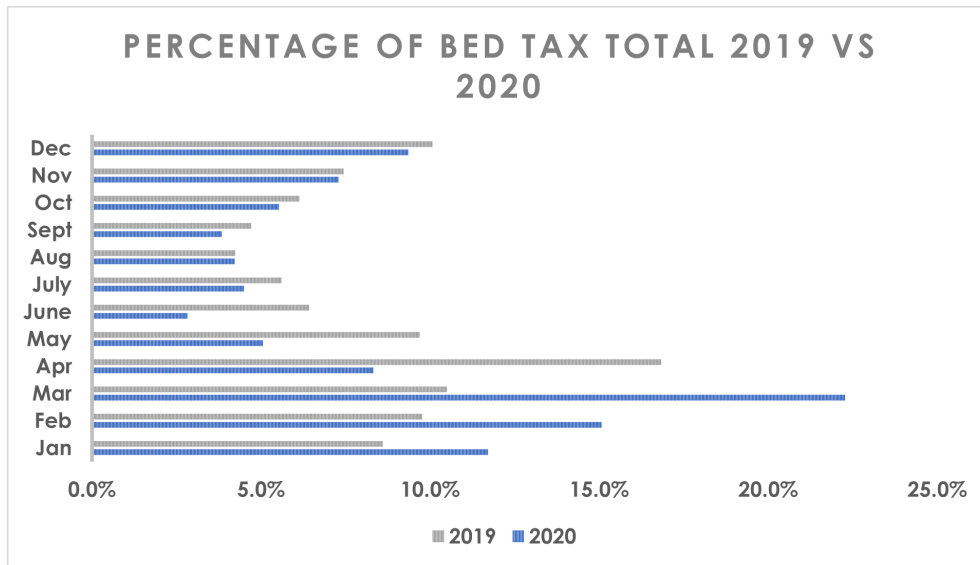
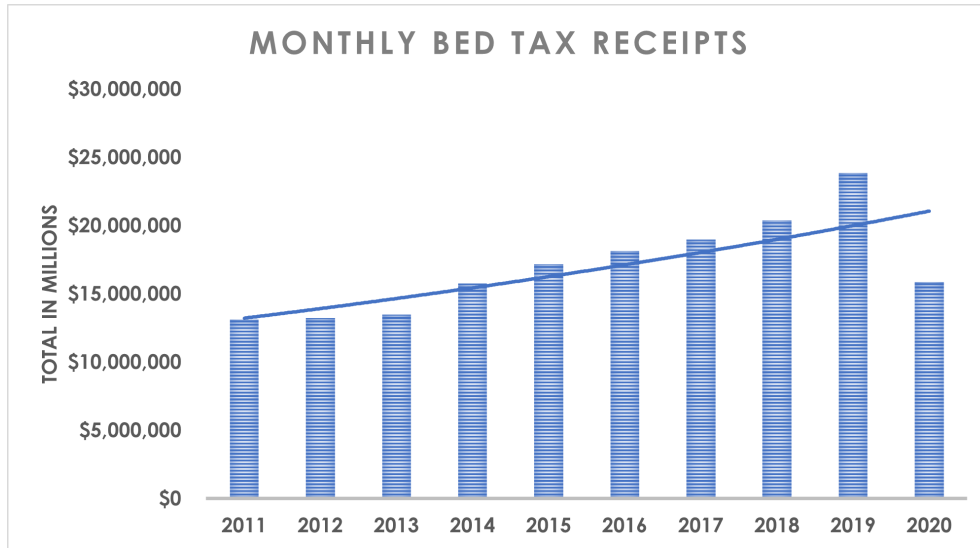
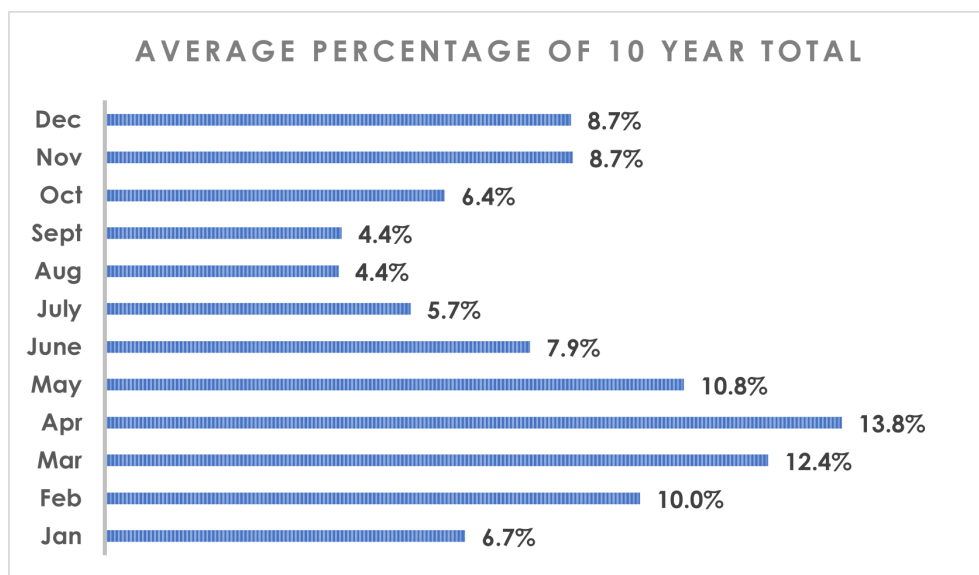
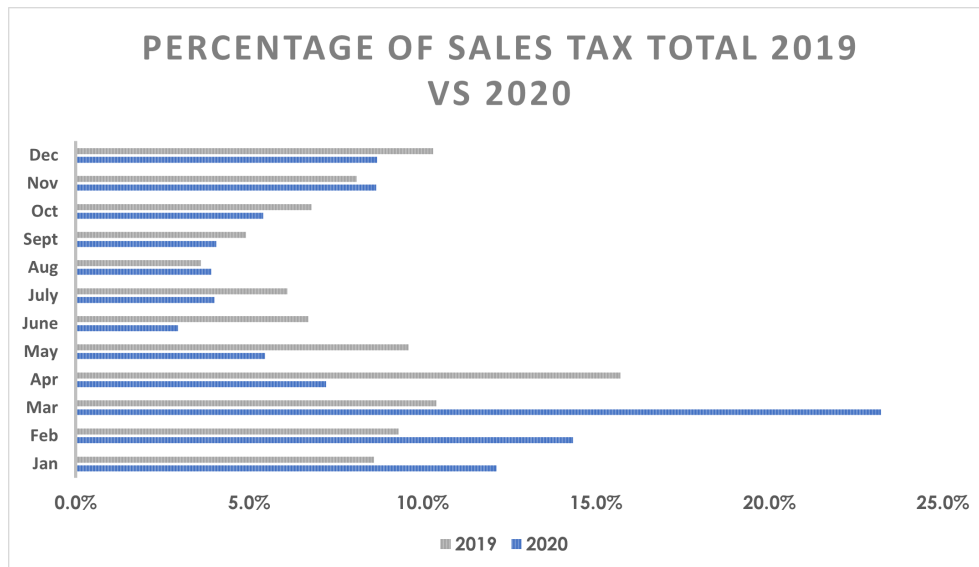
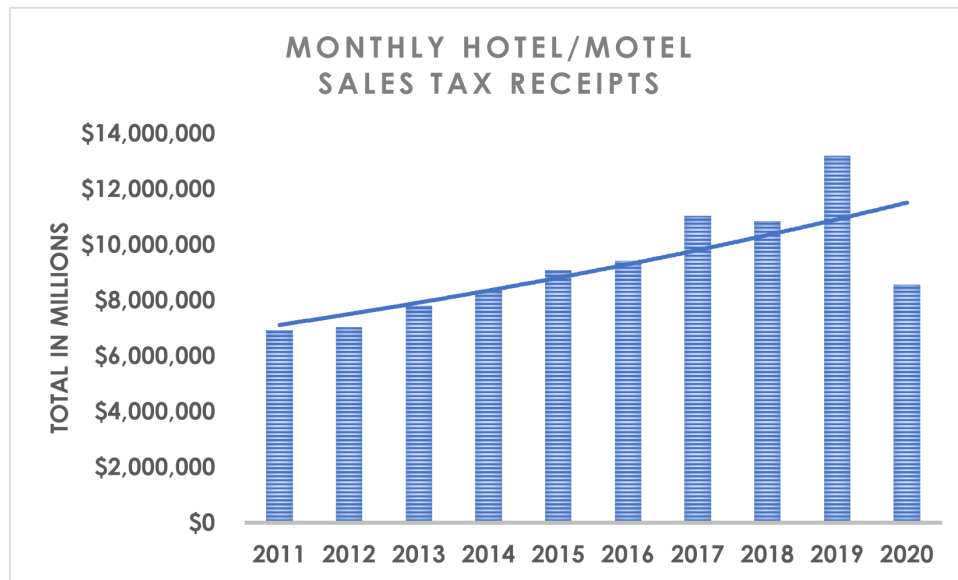


Table 3													
Monthly Hotel/Motel Sales Tax Receipts													
City of Scottsdale													
	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total
2011	\$499,210	\$707,994	\$736,982	\$1,011,023	\$752,606	\$597,389	\$372,602	\$300,802	\$285,491	\$424,082	\$611,393	\$629,816	\$6,929,389
2012	\$474,662	\$680,046	\$839,061	\$1,077,688	\$785,028	\$587,464	\$393,480	\$287,867	\$282,906	\$414,378	\$650,994	\$548,624	\$7,022,198
2013	\$495,223	\$866,856	\$821,619	\$1,148,266	\$891,479	\$633,745	\$404,986	\$357,062	\$311,769	\$514,438	\$719,488	\$647,647	\$7,812,579
2014	\$561,978	\$757,230	\$1,049,214	\$1,204,999	\$908,191	\$762,265	\$453,178	\$315,040	\$349,931	\$521,901	\$700,189	\$767,137	\$8,351,254
2015	\$565,077	\$1,144,515	\$1,027,004	\$1,324,397	\$920,654	\$710,159	\$431,460	\$425,928	\$378,695	\$564,049	\$789,305	\$796,080	\$9,077,324
2016	\$614,097	\$882,002	\$1,168,695	\$1,276,613	\$1,011,411	\$763,035	\$501,701	\$436,264	\$406,242	\$662,319	\$876,506	\$827,046	\$9,425,931
2017	\$687,430	\$661,680	\$1,189,894	\$1,215,515	\$1,563,477	\$1,202,885	\$867,519	\$631,302	\$636,246	\$586,277	\$882,369	\$908,322	\$11,032,916
2018	\$139,701	\$1,080,220	\$1,245,076	\$1,760,062	\$1,425,266	\$930,636	\$692,150	\$467,629	\$440,245	\$818,648	\$1,026,087	\$808,788	\$10,834,505
2019	\$1,134,389	\$1,221,358	\$1,371,216	\$2,071,043	\$1,261,080	\$886,799	\$808,854	\$471,137	\$646,096	\$892,265	\$1,069,506	\$1,357,355	\$13,191,098
2020	\$1,038,882	\$1,228,097	\$1,989,324	\$617,933	\$467,418	\$252,530	\$342,258	\$334,694	\$347,291	\$462,883	\$742,114	\$744,279	\$8,567,704
% of													
2020	12.1%	14.3%	23.2%	7.2%	5.5%	2.9%	4.0%	3.9%	4.1%	5.4%	8.7%	8.7%	100.0%
Total													
Avg % of													
10yr To-	6.7%	10.0%	12.4%	13.8%	10.8%	7.9%	5.7%	4.4%	4.4%	6.4%	8.7%	8.7%	100.0%
total													
Source: City of Scottsdale, Tax Audit Department													
Note: Sales tax is normally reported to the City the month after receipt. The figures listed above generally reflect activity from the previous month, and do not account for late payments.													
Note: The Transaction Privilege Tax rate was increased to 1.75% and the Use Tax rate was increased to 1.55% on February 1, 2019.													

SALES TAX RECEIPTS



TRENDS IN ROOM INVENTORY

Room Supply

Table 4 reflects hotel room supply inventory for the study market area since 2011. From 2011 through 2012 there was an increase in room inventory with decreases in 2013 through 2016. Room inventory dramatically increased in both 2017 and 2020. The Scottsdale market area increased by 679 rooms over the last 10 years.

Table 5a shows the room inventory of the City of Scottsdale by category.

Table 5b shows the room inventory of the Town of Paradise Valley by category.

Table 4				
Hotel Inventory				
Total Hotel Market Area Properties				
Year	City of Scottsdale	Town of Paradise Valley	Other Market Area Hotels	Total
2011	9,332	1,864	5,539	16,735
2012	9,378	1,863	5,517	16,758
2013	9,391	1,864	5,490	16,745
2014	8,997	1,695	5,609	16,301
2015	8,971	1,697	5,593	16,261
2016	8,727	1,693	5,640	16,060
2017	8,875	2,090	5,624	16,589
2018	8,825	2,074	5,605	16,504
2019	8,758	2,108	5,576	16,442
2020	9,164	2,108	6,142	17,414
Source: Smith Travel Research (STR); City of Scottsdale, Tourism & Events Department				
Note: Only hotel properties with 25 or more rooms are included				

Table 5a			Table 5b			Table 5c		
Room Inventory by Category*			Room Inventory by Category*			Room Inventory by Category*		
City of Scottsdale - 2020			Town of Paradise Valley - 2020			Market Areas - 2020		
Category	# of Rooms	% of Market	Category	# of Rooms	% of Market	Category	# of Rooms	% of Market
Resort	3,882	42%	Resort	2,039	97%	Resort	3,526	57%
Full Service	2,393	26%	Full Service	43	2%	Full Service	902	15%
Limited Service	2,889	32%	Limited Service	26	1%	Limited Service	1,714	28%
Total	9,164	100%	Total	2,108	100%	Total	6,142	100%
Source: Smith Travel Research, Tourism & Events Department								

Property Inventory

Table 6 lists the existing hotel properties within the Scottsdale market area. The properties are classified by facility type, and room information.

Note: Hotel classifications are Resort, Full Service, and Limited Service.

Table 6

Resort Hotel Properties

Scottsdale/Paradise Valley Market Area

Property Name	# of Rooms	Location
CIVANA Wellness Resort and Spa	184	Carefree
Adero Scottsdale, Autograph Collections	177	Fountain Hills
Andaz Scottsdale Resort & Bungalows	185	Paradise Valley
Doubletree Resort by Hilton Hotel Paradise Valley Scottsdale	378	Paradise Valley
JW Marriott Camelback Inn Scottsdale Resort & Spa	453	Paradise Valley
Mountain Shadow Resort	217	Paradise Valley
Omni Scottsdale Resort & Spa at Montelucia	293	Paradise Valley
Sanctuary Resort on Camelback	109	Paradise Valley
Scottsdale Plaza Resort	404	Paradise Valley
Canyon Suites at the Phoenician	60	Phoenix
JW Marriott Phoenix Desert Ridge Resort & Spa	950	Phoenix
Orange Tree Golf Resort (Phoenix)	160	Phoenix
The Phoenician, A Luxury Collection Resort	645	Phoenix
The Unbound Collection Royal Palms Resort & Spa (Phoenix)	119	Phoenix
Westin Kierland Resort & Spa (Phoenix)	735	Phoenix
Boulders Resort & Spa, Curio Collection by Hilton	160	Scottsdale
Fairmont Scottsdale Princess	750	Scottsdale
Four Seasons Resort Scottsdale at Troon North	210	Scottsdale
Hilton Scottsdale Resort & Villa	235	Scottsdale
Hotel Valley Ho	241	Scottsdale
Hyatt Regency Scottsdale Resort & Spa at Gainey Ranch	493	Scottsdale
Scottsdale Links Resort	218	Scottsdale
Scottsdale Marriott at McDowell Mountains	266	Scottsdale
Scottsdale Villa Mirage	224	Scottsdale
The McCormick Scottsdale	125	Scottsdale
The Saguaro Scottsdale	194	Scottsdale
The Scott Resort & Spa	204	Scottsdale
The Scottsdale Resort at McCormick Ranch	326	Scottsdale
W Hotel Scottsdale	236	Scottsdale
Talking Stick Resort (SRPMIC)	496	SRPMIC

Source: City of Scottsdale, Tourism & Events Department

Table 6 (Continued)**Full Service Hotel Properties****Scottsdale/Paradise Valley Market Area**

Property Name	# of Rooms	Location
Great Wolf Lodge Scottsdale	350	Fort McDowell
Wekopa Casino Resort	246	Fort McDowell
Inn at Eagle Mountain	37	Fountain Hills
The Hermosa Inn, a boutique hideaway	43	Paradise Valley
Scottsdale Camelback Resort (Phx)	111	Phoenix
3 Palms Hotel	130	Scottsdale
aloft Scottsdale	126	Scottsdale
Best Western Plus Sundial	54	Scottsdale
Best Western Plus Scottsdale Thunderbird Suites	120	Scottsdale
Canopy by Hilton Scottsdale Old Town	177	Scottsdale
Element Scottsdale at SkySong	157	Scottsdale
Embassy Suites by Hilton Scottsdale Resort	312	Scottsdale
Hilton Garden Inn Scottsdale Old Town	199	Scottsdale
Hilton Garden Inn Scottsdale North/Perimeter Center	122	Scottsdale
Hotel Bixby Scottsdale, BW Signature Collection	80	Scottsdale
Hyatt Place / Hyatt House North Scottsdale	229	Scottsdale
Papago Inn, Ascend Hotel Collection	60	Scottsdale
Scottsdale Marriott Old Town	243	Scottsdale
Sheraton's Desert Oasis	300	Scottsdale
Worldmark Scottsdale	85	Scottsdale
Courtyard by Marriott Scottsdale Salt River	159	SRPMIC

Source: City of Scottsdale, Tourism & Events Department



Table 6 (Continued)**Limited Service Hotel Properties**

Scottsdale/Paradise Valley Market Area

Property Name	# of Rooms	Location
Comfort Inn - Fountain Hills	48	Fountain Hills
Lakeshore Hotel & Suites	104	Fountain Hills
Smoke Tree Resort	26	Paradise Valley
Courtyard by Marriott Scottsdale North	153	Phoenix
Hampton Inn/Suites (North)	123	Phoenix
Sleep Inn At North Scottsdale Road	107	Phoenix
SpringHill Suites Scottsdale North	121	Phoenix
SureStay Plus Hotel by Best Western North Scottsdale	131	Phoenix
Comfort Suites Old Town	60	Scottsdale
Courtyard Scottsdale Old Town	180	Scottsdale
Extended Stay America - Phoenix - Scottsdale - North	120	Scottsdale
Extended Stay America - Phoenix - Scottsdale - Old Town	121	Scottsdale
Extended Stay America Scottsdale	106	Scottsdale
Hampton by Hilton Inn & Suites Phoenix/Scottsdale on Shea	150	Scottsdale
Holiday Inn & Suites Scottsdale North - Airpark	117	Scottsdale
Holiday Inn Express & Suites Scottsdale - Old Town	169	Scottsdale
Holiday Inn Express Scottsdale North	122	Scottsdale
Hotel Adeline, Scottsdale, A Tribute Portfolio Hotel	213	Scottsdale
Howard Johnson by Wyndham Scottsdale Old Town	65	Scottsdale
Hyatt House Scottsdale/Old Town	164	Scottsdale
Hyatt Place Scottsdale/Old Town	126	Scottsdale
Independence 47 Hotel	47	Scottsdale
La Quinta Inn & Suites	140	Scottsdale
Motel 6 Scottsdale	122	Scottsdale
Residence Inn by Marriott Scottsdale North	120	Scottsdale
Scottsdale Park Suites	95	Scottsdale
Sonesta ES Suites Scottsdale Paradise Valley	122	Scottsdale
Sonesta Select Scottsdale at Mayo Clinic	124	Scottsdale
Sonesta Simply Suites Scottsdale North	130	Scottsdale
Sonesta Suites Scottsdale Gainey Ranch	162	Scottsdale
Suites on Scottsdale	114	Scottsdale
Hampton Inn/Suites Scottsdale Riverwalk	101	SRPMIC
aloft Tempe	136	Tempe
Best Western Inn of Tempe	103	Tempe
Comfort Inn & Suites Tempe	82	Tempe
Hampton Inn & Suites (Tempe)	117	Tempe
Motel 6 (Tempe)	130	Tempe
Post 1429	118	Tempe
Ramada by Wyndham Tempe	140	Tempe

Source: City of Scottsdale, Tourism & Events Department

AVERAGE ROOM RATES AND OCCUPANCY

Average Room Rates

The Tourism and Events Department uses data from Smith Travel Research (STR). This research provides the city an indication of trending and competitive performance.

Chart 1 illustrates the average room rates within the Scottsdale Market area since 2011. Table 7 represents the same data. Smith Travel Research reported the average room rate for Scottsdale/ Paradise Valley Market area hotels in 2020 was \$207.96, down from \$208.94 in 2019.

Average Occupancy

According to STR, hotels in the Scottsdale/Paradise Valley Market area experienced an occupancy rate of 40.7 percent in 2020, a decrease from 70.8 percent in 2019.

Occupancy rates for the last ten years are shown on Table 7 (p. 20) & illustrated in Chart 1.

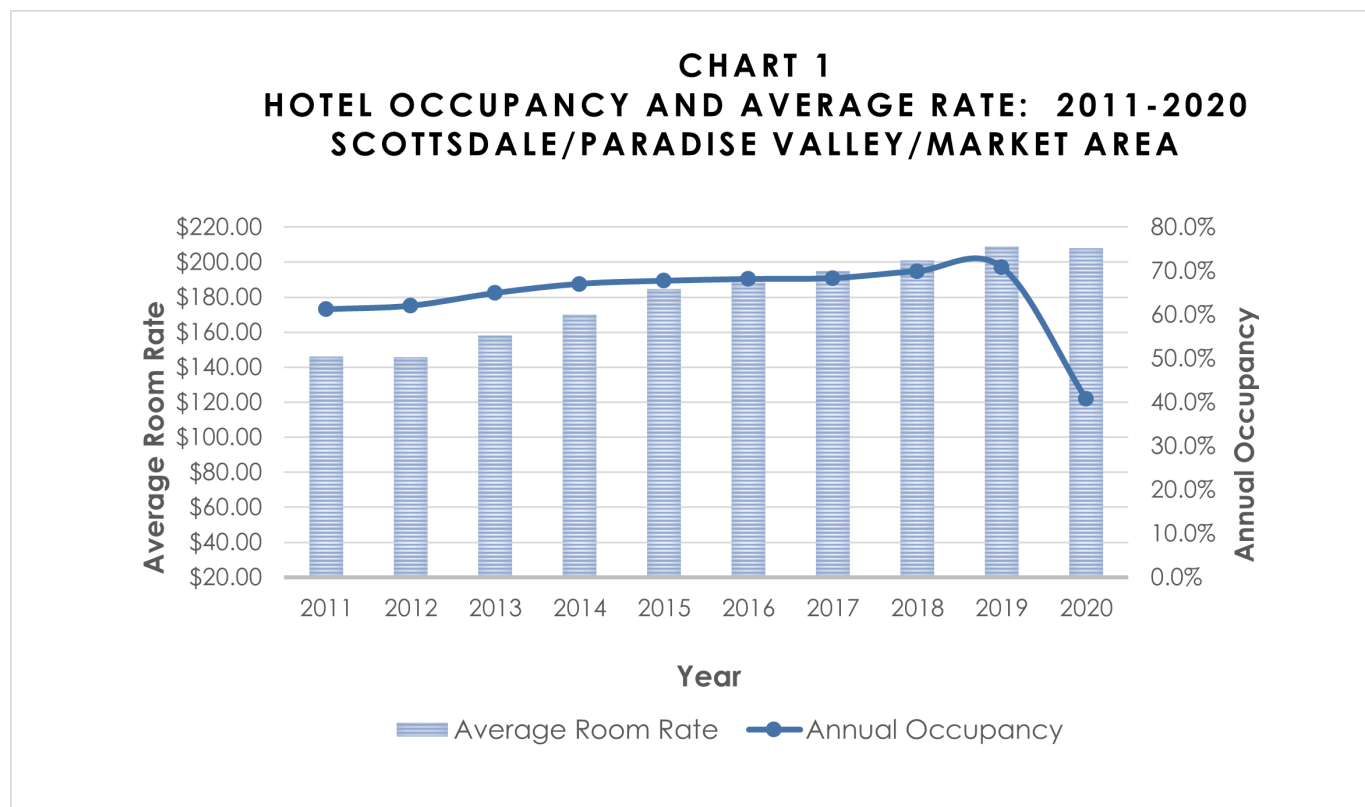


Table 7**Occupancy & Average Rate****Scottsdale/Paradise Valley Market Area**

Year	Avg. Room Rate	x Occupied Rooms	= Gross Room Revenue	Room Supply	Annual Occupancy*
2011	\$145.98	x 2,524,950	= \$368,592,201	4,135,976	61.0%
2012	\$145.65	x 2,719,641	= \$396,115,712	4,385,540	62.0%
2013	\$158.07	x 3,019,156	= \$477,237,989	4,653,621	64.9%
2014	\$169.90	x 3,063,936	= \$520,562,726	4,573,697	67.0%
2015	\$184.85	x 2,947,480	= \$544,841,678	4,354,775	67.7%
2016	\$188.29	x 2,960,277	= \$557,390,556	4,349,800	68.1%
2017	\$195.03	x 2,998,666	= \$584,829,830	4,389,632	68.3%
2018	\$200.85	x 3,127,541	= \$628,166,610	4,470,651	70.0%
2019	\$208.94	x 3,125,955	= \$653,137,038	4,412,163	70.8%
2020	\$207.96	x 1,717,768	\$357,227,033	4,224,462	40.7%

Source: Smith Travel Research

*Occupied Rooms divided by Room Supply



ROOM REVENUES VERSUS TOTAL HOTEL REVENUES

Table 8 compares the total room revenues to total hotel revenues for Scottsdale hotels, thereby providing a means of assessing the relative importance of room revenues compared to all other revenue sources within the hotels (food, beverage, gift shop, and recreational sales).

The percentage of room revenue to total hotel revenues for the City of Scottsdale in 2020 was 62.4 percent. Over the past ten years, room revenues provided an average of 60.7 percent of total hotel revenues at Scottsdale properties. Since 2011, room revenues as a percentage of total hotel revenues have ranged from 57.6 to 62.9 percent.

Table 8			
Room Revenue vs. Total Hotel Revenue*			
City of Scottsdale			
Year	Total Room Revenue	Total Hotel Revenue	Room Revenue as % of Hotel Revenue
2011	\$253,335,435	\$404,786,981	62.6%
2012	\$258,773,205	\$420,922,106	61.5%
2013	\$279,154,011	\$458,400,027	60.9%
2014	\$305,272,815	\$499,758,658	61.1%
2015	\$331,569,021	\$539,561,719	61.5%
2016	\$351,842,465	\$559,789,177	62.9%
2017	\$360,302,284	\$623,600,905	57.8%
2018	\$383,138,481	\$664,803,587	57.6%
2019	\$402,492,018	\$690,227,340	58.3%
2020	\$227,581,438	\$364,817,479	62.4%
Source: City of Scottsdale, Financial Services Department, Tax Audit Division			
*Based on revenues generated at properties within the City of Scottsdale			

In 2020, resort properties comprised the largest segment of bed tax (62%), privilege tax (69%) and total revenues paid (64%). Resorts comprise 42% of Scottsdale properties. *Table 9* and *Chart 2* present a comparison of total room revenues, total bed tax paid, and total privilege tax paid for Resort, Full Service, and Limited Service hotel/motels for calendar year 2020.

Note: Tables 8 and 9 refer solely to properties within Scottsdale. These properties are listed in the Scottsdale section of Table 1 page 8.

Table 9 Hotel Revenue Streams City of Scottsdale For 12 months ending December 2020			
	Total Revenues Paid	Bed Tax Paid	Privilege Tax Paid
Resort	64%	62%	69%
Full Service	15%	15%	12%
Limited Service	21%	23%	19%
Total	100%	100%	100%
Source: City of Scottsdale, Financial Services Department, Tax Audit Division			
Note: Percentages may not add up to 100% due to rounding			
Source: Tax Audit			

Chart 2 - Hotel Revenue Streams

